

## ORDER



**Orders**  
**Order / Rev:** 705675  
**Alt Order #:** 06271796  
**Product Desc:** RNC  
**Estimate:** 2993  
**Flight Dates:** 08/11/12 - 08/17/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Republican National Committee  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	55	\$108,400.00	\$92,140.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$108,400.00	\$92,140.00	0.00
<b>Totals</b>	<b>55</b>	<b>\$108,400.00</b>	<b>\$92,140.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/17/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$850.00		0.00			
2	WKYC	08/17/12	08/17/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	----F--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
LIVE LAKESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$250.00		0.00			
3	WKYC	08/17/12	08/17/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$600.00		0.00			
4	WKYC	08/17/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$3,000.00		0.00			
5	WKYC	08/17/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$1,000.00		0.00			

Order / Rev: 705675  
 Alt Order #: 06271796  
 Flight Dates: 08/11/12 - 08/17/12

Advertiser: Republican National Committee  
 Product Desc: RNC  
 Estimate: 2993

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/17/12	08/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$1,400.00		0.00						
7	WKYC	08/13/12	08/13/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$500.00		0.00						
8	WKYC	08/13/12	08/13/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$2,800.00		0.00						
9	WKYC	08/13/12	08/13/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$850.00		0.00						
10	WKYC	08/13/12	08/13/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$600.00		0.00						
11	WKYC	08/13/12	08/13/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$750.00		0.00						
12	WKYC	08/13/12	08/13/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$3,000.00		0.00						
13	WKYC	08/13/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	2		\$1,000.00		0.00						
14	WKYC	08/13/12	08/13/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$1,400.00		0.00						
15	WKYC	08/13/12	08/13/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	3		\$2,800.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKYC	08/13/12	08/13/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	3		\$2,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		Mon Prime B		9-10p	M-----	:30		<del>(\$2,800.00)</del>		0.00	NM		
See MG 15.4,15.5,15.6															
2	NKYC	08/13/12-08/19/12		Mon Prime B		9-10p	M-----	:30		<del>(\$2,800.00)</del>		0.00	NM		
See MG 15.4,15.5,15.6															
3	NKYC	08/13/12-08/19/12		Mon Prime B		9-10p	M-----	:30		<del>(\$2,800.00)</del>		0.00	NM		
See MG 15.4,15.5,15.6															
4	NKYC	08/13/12-08/13/12		Mon Prime Other Ⓜ MG for 15.1,15.2,15.3		8-10p	(8:00 PM-10:00 M-----	:30		\$2,800.00		0.00	NM		
5	NKYC	08/13/12-08/13/12		Mon Prime Other Ⓜ MG for 15.1,15.2,15.3		8-10p	(8:00 PM-10:00 M-----	:30		\$2,800.00		0.00	NM		
6	NKYC	08/13/12-08/13/12		Mon Prime Other Ⓜ MG for 15.1,15.2,15.3		8-10p	(8:00 PM-10:00 M-----	:30		\$2,800.00		0.00	NM		
16	WKYC	08/11/12	08/11/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
OLYMPIC EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$3,000.00		0.00						
17	WKYC	08/11/12	08/11/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	2		\$900.00		0.00						
18	WKYC	08/11/12	08/11/12	Olympics Zone Olympics Zone	CM	Olympics Zone	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$3,000.00		0.00						
19	WKYC	08/11/12	08/11/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S-	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$12,000.00		0.00						
20	WKYC	08/11/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S-	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	2		\$2,500.00		0.00						
21	WKYC	08/12/12	08/12/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
OLYMPIC EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S	1		\$3,000.00		0.00						
22	WKYC	08/12/12	08/12/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S	2		\$2,500.00		0.00						
23	WKYC	08/16/12	08/16/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$500.00		0.00						
24	WKYC	08/16/12	08/16/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$2,800.00		0.00			
25	WKYC	08/16/12	08/16/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$850.00		0.00			
26	WKYC	08/16/12	08/16/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$600.00		0.00			
27	WKYC	08/16/12	08/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$750.00		0.00			
28	WKYC	08/16/12	08/16/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH 3 NWS AT 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$1,400.00		0.00			
29	WKYC	08/16/12	08/16/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	2	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		2				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		M-F 7-9a Today		7a-9a	---Th----	:30		<del>(\$1,000.00)</del>		0.00	NM		
See MG 45.2,45.3 [NA/HRA]															
30	WKYC	08/16/12	08/16/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		M-F 730-8p		730-8p	---Th----	:30		<del>(\$1,400.00)</del>		0.00	NM		
See MG 30.2															
2	NKYC	08/13/12-08/17/12		M-F 730-8p		730-8p	MTW-F----	:30		\$1,400.00		0.00	NM		
🕒 MG for 30.1 08/16															
31	WKYC	08/16/12	08/16/12	Browns Pre-Game Browns Pre-Game	CM	Browns Pre-Game	---T---	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
BROWNS PRE-GM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1				\$5,500.00		0.00			
32	WKYC	08/16/12	08/16/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
BROWNS V. DET 8/16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		2				\$7,500.00		0.00			
33	WKYC	08/14/12	08/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1				\$2,800.00		0.00			
34	WKYC	08/14/12	08/14/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
34	WKYC	08/14/12	08/14/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$850.00		0.00						
35	WKYC	08/14/12	08/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
LIVE LAKESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$250.00		0.00						
36	WKYC	08/14/12	08/14/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$600.00		0.00						
37	WKYC	08/14/12	08/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$750.00		0.00						
38	WKYC	08/14/12	08/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH 3 NWS AT 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$1,400.00		0.00						
39	WKYC	08/14/12	08/14/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	2		\$1,000.00		0.00						
40	WKYC	08/14/12	08/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$1,400.00		0.00						
41	WKYC	08/15/12	08/15/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$500.00		0.00						
42	WKYC	08/15/12	08/15/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$850.00		0.00						
43	WKYC	08/15/12	08/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$600.00		0.00						
44	WKYC	08/15/12	08/15/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$3,000.00		0.00						
45	WKYC	08/15/12	08/15/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$1,000.00		0.00						

Order / Rev: 705675  
 Alt Order #: 06271796  
 Flight Dates: 08/11/12 - 08/17/12

Advertiser: Republican National Committee  
 Product Desc: RNC  
 Estimate: 2993

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
45	WKYC	08/15/12	08/15/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/13/12-08/19/12		M-F 7-9a Today	7a-9a		--W-----	:30	<del>(\$1,000.00)</del>	0.00	NM				
See MG 45.2,45.3 [NA/HRA]															
2	NKYC	08/13/12-08/19/12		M-F 7-9a Today	7a-9a		---ThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 45.1,29.1															
3	NKYC	08/13/12-08/19/12		M-F 7-9a Today	7a-9a		---ThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 45.1,29.1															
46	WKYC	08/15/12	08/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$1,400.00		0.00						
													Totals	55	\$108,400.00